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| Broadcaster | Territories | Media Contact |
|---|---|--|
| America Movil | Argentina, Bolivia, Chile, Colombia, Costa Rica, the Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Uruguay, Venezuela, Costa Rica, the Dominican Republic, El Salvador, Guatemala, Honduras, Mexico, Nicaragua and Panama |  Renato Flores Cartas  rfcartas@telmex.com |
| BBC (UK) | United Kingdom (England, Scotland, Wales), with the exclusion of the Republic of Ireland and any other overseas territories |  Michelle Eagleton  michelle.eagleton@bbc.co.uk |
| beIN (MENA) | Algeria, Bahrain, Chad, Djibouti, Egypt, Iraq, Jordan, Kuwait, Lebanon, Libya, Mauritania, Morocco, Oman, Palestine, Qatar, Republic of the Sudan, Republic of South Sudan, Saudi Arabia, Somalia, Syria, Tunisia, United Arab Emirates, Yemen |  Mohammed Rashid Al-Derham  derhamm@bein.net |
| CBC | Canada |  Nadia Flaim (Communications)  nadia.flaim@cbc.ca  Simon Bassett (Public Relations)  simon.bassett@cbc.ca |
| CCTV (China) | People's Republic of China (including Macao, but expressly excluding Hong Kong and Taiwan) |  cctvsports@cctv.com |
| Dentsu (Asia – Central Asia) | Afghanistan, Brunei, Cambodia, Chinese Taipei, East Timor, Hong Kong, Indonesia, Iran, Kazakhstan, Kyrgyzstan, Laos, Malaysia, Mongolia, Myanmar, Papua New Guinea, Philippines, Singapore, Tajikistan, Thailand, Turkmenistan, Uzbekistan, Vietnam |  Shusaku Kannan  s.kannan@dentsu.co.jp |
| Discovery (Europe except UK, France and Russia) | Albania, Andorra, Armenia, Austria, Azerbaijan, Belarus, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, Georgia, Germany, Greece, Hungary, Iceland, Ireland, Israel, Italy, Kosovo, Latvia, Liechtenstein, Lithuania, Luxembourg, Macedonia, Malta, Moldova, Monaco, Montenegro, Netherlands, Norway, Poland, Portugal, Romania, San Marino, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine, Vatican City State |  Fiona McLachlan  fiona_mclachlan@discovery.com |
| Econet | Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad (non-exclusive basis), Comoros, Congo, Democratic Republic of Congo, Equatorial Guinea, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Ivory Coast, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritius, Mozambique, Namibia, Niger, Nigeria, Rwanda, São Tomé and Príncipe, Senegal, Seychelles, Sierra Leone, St Helena (non-exclusive basis), Swaziland, United Republic of Tanzania (including Zanzibar), Togo, Uganda, Zambia and Zimbabwe. |  Nobantu Mchunu  nobantu@econetmedia.com |
| France Televisions | France, including its overseas territories and possessions (i.e. Clipperton, French Guyana, French Polynesia, Guadeloupe, La Reunion, Martinique, Mayotte, Nouvelle Calédonie, Saint Barthélemy, Saint Martin, St. Pierre and Miquelon, Terres Australes et Antarctiques Françaises, Wallis and Futuna), plus Monaco on an exclusive basis and Andorra on a non-exclusive basis |  Nathalie Peyrissac  nathalie.peyrissac@francetv.fr  Jennifer Armand  jennifer.armand@francetv.fr |

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|------------------------------|---|--|
| Grupo Globo | Brazil |  Nelson Rocco  nelson.rocco@cdn.com.br  Carlos Gil  carlosgil@cdn.com.br |
| ICRT | Cuba |  www.icrt.gob.cu/es/contacto |
| International Media Content | Anguilla, Antigua & Barbuda, Commonwealth of the Bahamas, Barbados, Belize, Bermuda, British Virgin Islands, Cayman Islands, Dominica, Grenada, Guadeloupe, Cooperative Republic of Guyana, Haiti, Jamaica, Martinique, Montserrat, St Kitts & Nevis, St Lucia, St Vincent and the Grenadines, Suriname, Trinidad & Tobago, Turks and Caicos |  Tanya Lee  tlee@sportsmax.tv |
| Japan Consortium NHK and JBA | Japan |  ichiko.y-ic@nhk.or.jp |
| NBC | United States and its territories and possessions (i.e. American Samoa, Guam, Puerto Rico and the United States Virgin Islands) |  Christopher McCloskey  christopher.mccloskey@nbcuni.com |
| SABC | South Africa |  Keletso Totlhanayo  keletso@sabcsport.co.za |
| SBS | South Korea, North Korea |  Mi-eun Jang (SBS)  mieun.jang@sbs.co.kr  Hyun-cheol Kim (KBS)  aikman@kbs.co.kr  Ho-joon Shim (MBC)  tassie@mbc.co.kr |
| Seven Network | Australia |  Greg Smith  gsmith@seven.com.au |
| Sky Network | Cook Islands, Federal States of Micronesia, Fiji, Kiribati, Marshall Islands, Nauru, New Zealand, Niue, Palau, Samoa, Solomon Islands, Tonga, Tuvalu, Vanuatu |  Tex Teixeira  tex.teixeira@skytv.co.nz  Matt Quin  mquin@skytv.co.nz  Jeremy Hill  jhill@skytv.co.nz |
| Supersport | Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad, Comoros, Congo, Democratic Republic of Congo, Equatorial Guinea, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Ivory Coast, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritius, Mozambique, Namibia, Niger, Nigeria, Rwanda, São Tomé and Príncipe, Senegal, Seychelles, Sierra Leone, South Africa, St Helena and Ascension, Swaziland, United Republic of Tanzania, Togo, Uganda, Zambia and Zimbabwe |  Clinton van der Berg  clinton.vanderberg@supersport.com |
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The Olympic Channel

“The launch of the Olympic Channel was a significant milestone for the entire Olympic Family, creating a legacy for years to come. It provides us with a new way to engage younger generations and fans with the Olympic Movement, and to get the couch potatoes off the couch. The Olympic Channel’s impact is key to reaching our target audiences through compelling and entertaining content 24 hours a day, 365 days a year.”

Thomas Bach, IOC President

Launched in August 2016 in support of the IOC’s goal as set out in Olympic Agenda 2020, the Olympic Channel provides a new way to engage younger generations, fans and new audiences with the Olympic Movement all year round.

The multi-platform global media destination features more than 9,500 pieces of video content representing all Olympic sport disciplines and 206 countries, 35 original series, partnerships with 63 international sport federations and organisations, and is available in 11 languages.

Using a feature-rich product, the Olympic Channel attracts and engages with a new generation of sport fans including the highly sought-after and targeted 16- to 35-year-old audience, with more than 82 per cent of those engaging with Olympic Channel content on its social media platforms below the age of 35.

Offering original programming, news, live sports events, social media and interactive content, the Olympic Channel provides additional exposure for sports and athletes outside of the Olympic Games themselves. The scope of the Channel’s programming covers a diverse array of subjects including training, educational and youth-oriented topics, sustainability, sports science and nutrition, healthy and active lifestyles, historical footage and official films from the IOC’s archives. The Olympic Channel also provides an additional distribution platform for its 63 federation partnerships, which includes collaboration on more than 900 live events to date.

Following its global digital launch, the Olympic Channel began distribution partnerships with NBCUniversal and the United States Olympic Committee (USOC) in the United States, Discovery Communications/Eurosport in Europe, and beIN Sports in the Middle East and Northern Africa to bring an Olympic Channel linear experience to their territories.



82%
of viewers
under the
age of 35



9,500
pieces of
video content
produced
so far



35
original series



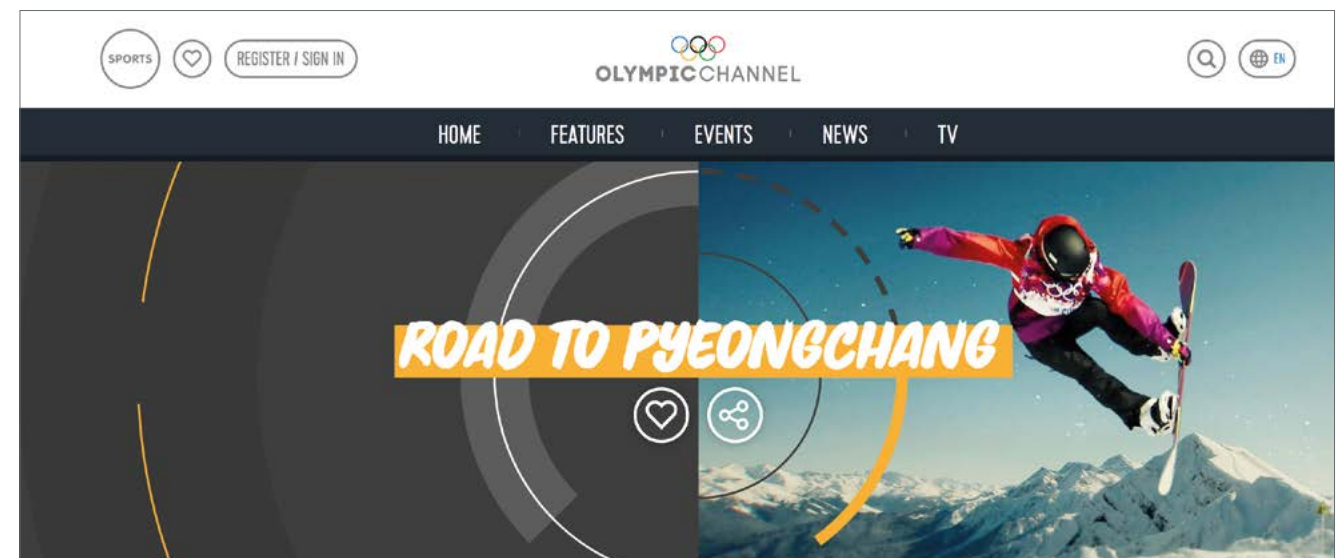
11
different
languages



900+
live events
covered
to date

Founding Partners supporting the Olympic Channel are Worldwide Olympic Partners Bridgestone, Toyota and Alibaba. Founding Partners receive exclusive advertising and branded content opportunities through the platform, where they are able to contribute narrative and further associate their brand with the Olympic values, ultimately reaching wider audiences year-round.

The Olympic Channel is available worldwide via mobile apps for Android and iOS devices and at www.olympicchannel.com.



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